

From: David VandeLinde/=Mobile/Toyota. Sent:9/17/2009 3:07 PM.  
To: [ - ] LARE-DSPM;LARE-DCRM;LARE-FTS.  
Cc: [ - ] David Fontanella/=TMS/Toyota@Toyota; Rommel Momen/=Mobile/Toyota@Toyota; Rick Shinkle/=TMS/Toyota@Toyota; Jeff Bracken/=TMS/Toyota@Toyota; David Christ/=Scion/Toyota@Toyota; George Morino/=TMS/Toyota@Toyota; Lorie Cornell/=TMS/Toyota@Toyota; Doug Eroh/=Mobile/Toyota@Toyota; David Giotto/=Mobile/Toyota@Toyota.  
Bcc: [ - ] .  
Subject: Toyota All Weather Floor Mats.

Team,

Attached below is an important announcement from Jeff Bracken. The communications are part of an important industry-wide initiative Toyota is undertaking to raise the awareness of correct floormat installation.

Your immediate assistance is needed.

Please work as a team and strictly adhere to the following deadlines.

By 5pm tomorrow, make phone or personal contact with each DP/GM and Service Manager. Verify receipt of the communication and confirm their complete understanding of the required tasks.

By 5pm Tuesday the 22nd, make phone or personal contact with each Parts Manager, Used Car Manager, and TRAC Manager to confirm the same.

By 5pm on Friday, October 30th, make a personal inspection of all parts inventories, and verify that all old stock part numbers, as defined in the Dealer Communication, are gone. Old stock mats should be brought to the office immediately.

All communications of contact completions should be directed to Lorie Cornell. She will be keeping the master spreadsheet of the contacts.

Any questions should be directed to Rick Shinkle or myself.

Have a BIG day,  
David N. VandeLinde  
Customer Services Operations Manager  
Toyota Motor Sales USA, Inc.  
Los Angeles Regional Office  
2 Banting  
Irvine, CA 92618  
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----- Forwarded by David VandeLinde/Mobile/Toyota on 09/17/2009 02:49 PM -----

Rena Christy Dyer/TMIS/Toyota  
09/17/2009 02:19 PM

To Los\_Angeles\_Principal, Los\_Angeles\_GM, Los\_Angeles\_Service, Los\_Angeles\_Parts  
cc Jeff Bracken/TMS/Toyota@Toyota, David Christ/Scion/Toyota@Toyota, Doug Eroh/Mobile/Toyota@Toyota,  
David VandeLinde/Mobile/Toyota@Toyota  
Subject Important - Toyota All Weather Floor Mats

This e-mail has been approved by Jeff Bracken.

Please see important letter and attachments from Jeff Bracken.

Thank you.